

OUR EIGHTH FLOOR RESTAURANT—THE COOLEST SPOT IN NEW YORK

**Sale of 69c
Cork
Linoleum
Sq. 39c**
All the new and most
desirable patterns to select
from. This price for this
sale only.

Manufacturers Great Outlet Sale

**Remnants of
\$1 and \$1.25
Silks
at 49c
yd.**
Including all the desirable
patterns for blouses, chil-
dren's dresses and trimmings.
Lingerie, muslin, tulle, etc.

ANOTHER IMPRESSIVE batch of manufacturers' surplus stocks on sale Friday and up to 1 P. M. Saturday, our closing time during July and August. The public has taken kindly to this offering of fresh, new, up-to-the-minute merchandise—and why not?—when the prices are lower than elsewhere asked for broken and odd size lots, mussed and soiled stocks, etc.

Simpson Crawford Co.
SIXTH AVE. 19TH TO 20TH STREET
IN NEW YORK'S SHOPPING CENTER

**ASTOUNDING Half-Price Close-Out Sale of
2,500 Women's \$6.75 and \$7.50
Lingerie
Dresses**
On Sale
Tomorrow
at.....**\$3.95**

THIS SALE MESSAGE will come to you as the most welcome economy dress news the season has so far produced.

Not alone will you be interested in the sensationally low price quoted—but the styles are irresistible—exact reproductions of models that are offered at \$15 to \$25 in the high class specialty stores. You'll marvel at the daintiness of the frocks, at the needlecraft embodied in the productions, at the elaborateness of the trimmings, embroideries, etc.

FASHIONED in delightfully cool square or round neck models of sheer batiste and voile. Trimmed with Cluny, Fillet, Shadow, Oriental and Imitation Irish Lace; beautiful eyelet, Bulgarian and fancy embroidery—belts and sashes of white, blue and pink satin and black velvet, crocheted, buttons, etc.

All fresh, crisp and new, just out of their original boxes; all sizes. On sale tomorrow, third floor and basement.

**1,800 Lingerie
Blouses Reduced**

The surplus stock of a prominent manufacturer and some out of our own stock underpriced especially for this sale.

There are dainty lace trimmed and pretty embroidered models; high or low neck effects; long or three-quarter sleeves.

\$2.50 Blouses, Tomorrow \$1.50
\$4 & \$5 Blouses, Tomorrow \$2.50

**"Spring Maid"
Bathing Caps,**

At 48c

Value 75c

Made of extra good quality rubberized saten, several colors and color combinations. On sale Friday and Saturday. Remember, regular 75c value for 48c.

"Billie Burke" Bathing Caps
Of rubberized satin. Fits very close to the head. Value \$1.00, for.....**50c**

Remnant Sale Wash Goods
Friday: 12,500 Yards All 1913 Goods in Waist and Dress Lengths

**10,000 Yards of 19c
Crepes, Yards, at.....**8½c****
Blue, helle and black and white
pencil stripes on white grounds.

Values up to 29c a yd. for 12½c
All new seasonable goods; in the assortment are voiles, silk and cotton mixtures, crepes, foulards, dimities, etc., at yard.

Values up to 49c a yard for 19c
Included are embroidered Swisses, novelties, voiles, bordered voiles, etc., at yard.....**19c**

Remnants of Dress Linens of all kinds, all this season's fabrics. Included are Ramies, Plain Dress Linens, etc. All colors and many good dress lengths. Values to 49c per yard, for.....**21c**

**Continuing for Friday and Saturday
the Year's Greatest Sale of
Women's \$3, \$3.50
& \$4 "Patrician" &**

"Sir Henri" Shoes at \$1.98

The manufacturers of these famous branded shoes sent us another batch of 1,200 pairs, which will go on sale tomorrow and up to 1 P. M. Saturday.

All fresh, new footwear, brimful of style and correct lines. All the wanted leathers in almost every size will be found in this lot. Both high and low shoes at \$1.98.

**SPECIAL EXTRA
Women's \$2.50 and \$3
Shoes at \$1.45**

Consisting of 1,000 pairs of new shoes; such as high button models, pumps and oxfords; lace and in patent and dull leathers; all sizes. Many are well known trade-mark branded shoes. A surprising value—giving sale, at.....**\$1.45**

**Women's White Low
Shoes at \$1.75**

That were \$2.50; slightly soiled from handling; choice of pumps and of Colnais; at.....**\$1.75**

Children's Low Shoes
Oxids and ends at about ¼ regular price; choice in this sale at.....**89c**

SIMPSON CRAWFORD CO., SIXTH AVENUE, 19TH TO 20TH STREET, NEW YORK CITY.

**Misses' \$8.75 to \$12.75
Summer Dresses**
In a Clearance for
Friday and Saturday, at

\$6.00

This offering is made up of an accumulation of our own stock combined with a special purchase of high class models from a foremost manufacturer. The assortment consists of many beautiful styles of Ramie or French Linen, Dolly Varden Crepe, Voiles, Embroidered Crepe and fancy stripes, in white and attractive colorings, combined with fascinating touches of lace, ratine and silk. Sizes 14 to 18 yrs.

Misses' \$3.95 to \$5.95 Summer Dresses, Special, \$2.75
Dainty midsummer models of linen, percale, linen and voile, coats and blouse effects combined with silk and contrasting fabrics, sizes 12 to 18 years, at.....**\$2.75**

"W. B." Corsets Reduced!
Medium low bust, extremely long over hips and back. Strong hose supporters attached. Well boned and suitable for the average figure. Sizes 18 to 26. Regularly sold at \$1.50; to-morrow for.....**89c**

Odds and Ends of Standard Brands of Corsets—
Slightly soiled from handling. In various models suitable for all figures. Values \$2.00 to \$2.50; for.....**\$1.69**

**On Sale Friday & Saturday
Boys' \$4.00 French
Beach Suits**
Exactly as Illustrated
at **\$2.25**

A manufacturer sent us 256 of these handsome suits which we offer at less than usual wholesale.

Made of fine imported repp; trimmed with strappings of white; low neck, detachable shield; pocket; FOUR INCH BELT (detachable) of white repp, full cut bloomer trousers. Choice of white or solid blue with white straps. Sizes 8 to 8 yrs. Regularly \$3.98. To-morrow \$2.25.

CLARAWAY of All Our Boys' Straw Hats
formerly \$1.50, \$2, \$2.50, \$3 and \$4, 98c choice at.....**98c**

**Children's
Rompers } 25c**

Made of excellent gingham, pretty pink, blue and white checks, turnover collars, or round necks, piped with white; sizes to 6 years, drop seat; at 25c.

Children's \$1.50 Middy Suits at \$1.00
Of fine white galatee, full skirted, the blouse has two box pleats back and front. Belt of self material. Cadet blue sailor collar and cuffs, three rows of wash braid, white lacing in front. Others in gingham and linen, prettily combined with contrasting collars and cuffs. Sizes 2 to 6 years, at.....**\$1.00**

**Sheets, Pillow Cases, Spreads,
Towels & Table Cloth Specials**

25c Pillow Cases, fine grade bleached muslin, 48x 86 inches, ea. **16c**

**500 Dozen 12½c
Pillow Cases** 48x86 inches, made of full bleached muslin, special for this Friday sale **9½c**

**18c Hemmed
Huck Towels,** heavy quality, all white or with neat red border; special, each.....**12½c**

**30c Bleached
Sheetings,** in the popular 81-inch width, soft finish, special, yard.....**22c**

**85c Seamless
Muslin Bed
Sheets** 102x90 inches; extra good quality sheetings, special, Friday, at.....**58c**

**\$1.50 Close
Weave Hammocks, 98c**
Close canvas weave; made of good grade yarn; pillow, valance and fringe; excellent variety of colors.

\$7.98 Couch Hammocks, \$5.98
Has guaranteed rust proof springs; sides and wind shield made of good grade canvas. Cotton padded mattress; at.....**\$5.98**

Convenient Now to Everywhere. **Bloomingdale's** ALL CARS TRANSFER TO
Lexington to 3d Avenue 59th to 60th Street

Our Big July Mill and Factory Sale

Now On, Presents Great Economies in Every Department of the Store

\$2.50 Sweaters, \$1.59 Low-Neck Guimpes, 44c **\$2.50 Low Shoes, \$1.50**

One of the latest summer favorites, these low-neck guimpes, because they impart style without being an encumbrance. Made of white and shadow lace, with turn-down collar. Sizes in Medium effects.

Plain Net Valenciennes Trimmed at \$1.99. White and shadow lace, with turn-down collar. Sizes in Medium effects.

25c Shadow Lace Pinafores, white and shadow lace, with turn-down collar. Sizes in Medium effects.

Women's Neckwear Store, Main Floor.

Outing Skirts at 89c
Tailored styles, in navy duck with pin dots, plaques and linings.

At \$1.99, White and Natural Linen, Vandyke and Plaid Skirts, made and becomingly tailored; in sizes for women and misses.

At \$2.99, High-Cut Pique and Linen Skirts, in a wide selection of styles. Sizes for women and misses.

At \$2.99, Check Skirts, made in the style of check, black and white, navy and white; in smart draped and tailored styles; worth to \$4, all sizes.

Crochet Bed Spreads:
25c Crochet Bed Spreads, 25c Crochet Bed Spreads, 25c Crochet Bed Spreads.

Muslin Underwear:
25c Muslin Underwear, 25c Muslin Underwear, 25c Muslin Underwear.

Summer Upholsteries:
25c Summer Upholsteries, 25c Summer Upholsteries, 25c Summer Upholsteries.

Men's Half Hose:
25c Men's Half Hose, 25c Men's Half Hose, 25c Men's Half Hose.

Summer Comfortables:
25c Summer Comfortables, 25c Summer Comfortables, 25c Summer Comfortables.

Muslin Pillow Cases:
25c Muslin Pillow Cases, 25c Muslin Pillow Cases, 25c Muslin Pillow Cases.

Men's Underwear:
25c Men's Underwear, 25c Men's Underwear, 25c Men's Underwear.

Popular Matting Rugs:
25c Popular Matting Rugs, 25c Popular Matting Rugs, 25c Popular Matting Rugs.

Regular \$1.00 Blouses, 69c
Lingerie and Voile Blouses—All new models high and first collar; collarless; button back (or front) with white lace insert; made of fine eyelet embroidery and muslin; at the new summer prices.

For a Rapid Clearance of Enamelled Beds:
Summer cottages will find in this offer exceptional opportunities for savings.

This \$4.50 Bed, Regularly \$6 Bed, This \$7.50 Bed, \$9 Brass and Steel Beds, \$5.95

\$10.00 Felt Mattresses, Special at \$5.95
These roll edge felt mattresses are bargains of the highest type. There are plenty of felt mattresses sold elsewhere at seemingly low prices, but they are not accompanied by a guaranteed life.

SPECIAL—All our Willow and Rattan Summer Furniture 20% off the regular prices.

Groceries, Wines and Liquors: Specials for Friday and Saturday.

1c PURE JAMS—Strawberry, Raspberry, all others; large glass jars. 12c

25c FINEST JAMS—Raspberry and others; large glass jars. 15c

Our 25c Crab Meat—Delicious; can 15c

Our 25c Corn—Tender, sweet; can 15c

Our 25c Beans—Tender, sweet; can 15c

Our 25c Tomatoes—Tender, sweet; can 15c

Our 25c Potatoes—Tender, sweet; can 15c

Our 25c Apples—Tender, sweet; can 15c

Our 25c Oranges—Tender, sweet; can 15c

Our 25c Lemons—Tender, sweet; can 15c